

Golden Boys'

NEWS

DEDICATED TO A GREATER MANITOBA

"MANITOBA GOLDEN BOYS' MOVEMENT"
FOUNDED 1959

ISSUED BY MANITOBA TRAVEL AND CONVENTION ASSOCIATION

709 - 177 LOMBARD AVENUE WINNIPEG 2, MANITOBA, CANADA

PHONE WH 3-1551

YEAR 9

AUGUST — 1967

No. 2

GOLDEN BOYS PARTICIPATE IN
OFFICIAL OPENINGS AT SOURIS

L. to R.: H. E. "Al" Wright (Past Mayor), L. W. Knight M.D. (Mayor of Souris), Mrs. W. G. Saunderson (Chairman Hillcrest Museum Board), Mickey Levine (President, Manitoba Golden Boys).

President Mickey Levine cut the ribbon at the official opening of the new Victoria Park Building, at Souris, on Sunday, July 9th — a \$14,000.00 Centennial project of the Town of Souris and the Rural Municipality of Glenwood.

Others taking part in the ceremony were: Rev. J. J. Currie (Chairman of the Souris Centennial Committee), Mayor L. W. Knight, Councillor D. L. Barclay (R.M. of Glenwood) and Earl McKellar, M.L.A. for the provincial constituency of Souris-Lansdowne.

In a short inspirational and dynamic address, President Levine stressed the need for total community involvement and urged the residents of the Souris district to fully exploit the possibilities of beautiful Victoria Park.

"You have other wonderful assets — your Swinging Bridge — your rock pits — your fine new hotel — you are in the heart of a rich farmland area — you are on and adjacent to, busy highway arteries of travel. You have the potential for greater and greater visitor traffic, bringing new money into your area", Mr. Levine said.

The new "Hillcrest Museum", the original home of Squire W. H. Sowden, who lead

the party of settlers into the Souris District in 1880, was officially opened by Executive Director, Mel McMullen, who performed the ribbon-cutting ceremony.

In his address, Mr. McMullen stressed the rich historical background of the Souris district, referring to David Thompson, the famous explorer who traversed the area in 1797 and 1798 and Alexander Henry, the younger who journeyed along the Souris in 1806.

He paid tribute to the faith, stamina and determination of the early settlers, who faced and overcame almost insurmountable odds in establishing new homes in the prairie west.

The speaker also paid tribute to the 11 Mayors and 18 Reeves serving the town and the district since the beginning.

Mr. McMullen was introduced by Al Wright, a former Mayor of the town. S. B. Franklin played delightful music on an old-time auto harp, and Mrs. Dornian's melodious voice pleased the audience with a solo. Mrs. W. G. Saunderson acted as chairman.

Following the ribbon cutting ceremony, the guests inspected the many historical treasures and artifacts already on display in the museum.

Many U.S. Visitors To Manitoba Originate Through Fort Frances (Ont.) Port of Entry

The official border crossing figures, compiled by The Dominion Bureau of Statistics, provide some interesting revelations.

The following table shows that for the 1966 period 69,129 non-resident vehicles from the U.S. crossed over the border into Canada at Fort Frances, staying "one or more nights". Based on the accepted average of 3½ persons per car — this means about 242,000 persons.

1966 U.S. Border Crossings to Manitoba (non-resident vehicles)

One or more nights in Canada	Fort Frances, Ont. (one or more nights)	Emerson only	
Jan.	471	788	
Feb.	548	840	
March	452	774	
April	547	789	
May	6,727	2,221	
June	15,355	5,331	
July	16,966	10,416	} 28,729 @ 3½
Aug.	13,570	7,072	
Sept.	8,974	3,689	
Oct.	4,192	1,916	100,551
Nov.	551	1,143	persons
Dec.	776	1,224	
	68,838		
	69,129		

@ 3½ persons
per vehicle
= 241,033 persons
Travellers
from U.S.
during 1966
by:

Plane	26,766
Bus	9,045
Rail	18,123
Total	294,967
Projected thru Ft. Frances	100,551
	395,518
from Provinces to the <u>East</u> and <u>West</u>	400,000
Total	795,518 persons

THESE FIGURES
ARE WORTH
CAREFUL
EXAMINATION

The Fort Frances crossings exceed the total of all border crossings by auto — at all of Manitoba's 17 Ports of Entry — for the same 12-month period.

Presumably, however, a large percentage of Americans coming into Canada through Fort Frances are headed for the Whiteshell, Winnipeg and other parts of Manitoba.

If the percentage doing this compares with those crossing through Emerson — Manitoba's main point of entry — then

for the 5 summer months (May-Sept.) some 100,000 visitors to Manitoba would originate from Fort Frances.

Since no detailed count is made on people entering Manitoba from the other parts of Canada — across the Saskatchewan and Ontario borders — if this traffic equals the total U.S. border crossing figures, then a grand total of some 800,000 people came into Manitoba during the calendar year 1966 staying "one or more nights".

What is the Golden Boys' Movement?

- It is the **organized** promotion of Manitoba as a fine province
- it is the **"raising the sights"** of Manitobans on this province's possibilities
- it is the development of a **wider awareness** of features and attractions and points of interest for visitors to enjoy
- it is assisting on **promoting** and publicizing Manitoba events
- it is the **"glorifying"** of Manitoba as a fine place to visit and in which to live
- it is constant **"drum beating"** for Manitoba
- it is **"figuring out"** or creating new ways and new approaches to make Manitoba's features better known
- it is **portraying** Manitoba's beauties and points of interest on colored film to audiences everywhere

These — are what the Manitoba Golden Boys' Movement is !

WHERE U.S. VEHICLES ENTER MANITOBA

— Non-Resident Vehicles Entering The Province

During Month of July, 1966

	Length of stay in Canada		Repeats and taxis	Commer- cial vehicles
	One or more nights in Canada	Entering and leaving same day		
1. Boissevain	3,712	1,352	219	44
2. Cartwright	491	571	54	9
3. Coulter	458	247	45	11
4. Crystal City	269	483	19	1
5. Emerson	10,416	2,433	5,404	1,101
6. Goodlands	49	78	21	3
7. Gretna	246	670	1,696	10
8. Haskett	148	744	195	8
9. Lena	453	1,231	98	26
10. Lyleton	61	178	145	4
11. North West Angle	—	—	—	—
12. Piney	582	622	58	60
13. Snowflake	36	146	—	2
14. South Junction	94	198	100	1,323
15. Sprague	333	491	45	13
16. Tolstoi	1,694	267	174	27
17. Windygates	193	639	7	20
Totals	19,235	10,350	8,280	2,662

During Month of August, 1966

1. Boissevain	2,411	766	240	53
2. Cartwright	165	267	11	2
3. Coulter	341	275	40	46
4. Crystal City	99	357	16	6
5. Emerson	7,072	1,963	4,228	1,252
6. Goodlands	26	81	12	6
7. Gretna	166	525	1,575	21
8. Haskett	102	812	161	19
9. Lena	245	467	88	28
10. Lyleton	62	150	243	10
11. North West Angle	—	—	—	—
12. Piney	515	793	81	86
13. Snowflake	26	91	—	1
14. South Junction	55	168	41	8
15. Sprague	265	431	33	16
16. Tolstoi	1,107	282	182	157
17. Windygates	138	579	7	17
Totals	12,795	8,007	6,958	1,728

Source: Dominion Bureau of Statistics
Travel Between Canada and The United States
Vol. 22—No. 7 and 8

"Hands Off" the Golden Boy

By mutual agreement leading business men of Manitoba are preserving use of the Manitoba Golden Boy as the exclusive symbol to designate the members of the Manitoba Travel and Convention Association and our "Golden Boys' Movement".

This has been purely a voluntary agreement based on the concept that the symbol is unique to Manitoba and therefore an ideal one to use as a trademark for the work of our Golden Boys, so should not be used commercially by individual firms or business men, but rather exploited, by the Golden Boys, for the benefit of everyone in the province.

Since the Golden Boy stands for "The Spirit of Enterprise" it is a dandy symbol to get across the idea to our visitors that Manitobans are "Enterprising Good hosts".

This effect, however, could be quickly dissipated through use of the Golden Boy by business firms in a commercial way. The same applies to associations and sports organizations and to use of the associated symbol "Golden Girl".

So, hands off the Golden Boy for the good of all!

MEL'S NOTES and JOTTINGS



A Job for Business Men

To properly "cash in" on the great growth of leisure, and to capitalize on the wonderful opportunities for economic advancement inherent in the resultant growth of travel, requires the full interest and backing of all segments of Manitoba's business community.

The day is long past when those doing business in Manitoba can afford to sit back and enjoy the benefits of this multi-million dollar industry and leave it to only the filling stations, garages, restaurants, hotels and motels to bear the load.

These segments of the Tourist Industry each have their own trade associations to take care of the special needs of each group but they are far too small in total numbers to be able to finance and handle the general promotion and reception of visitors.

The tourist market is so competitive today and the job of maintaining Manitoba's share is so huge and complex that, of necessity, the best minds and brains of the business community are required to handle this difficult task.

That was the reason and purpose back of the organization of the Manitoba Travel and Convention Association back in 1959.

That's why our provincial government saw the imperative need for the interest and backing of the Tourist Industry by Manitoba's entire business community, if the economic opportunities of the tourist market were to be realized. The government realized that it could not "go it alone" but that since the entire business community benefitted from the Tourist Industry, business men must give leadership to this profitable venture.

This does not imply any conflict with the efforts of the various trade associations which are organized to serve the needs of their own particular members, and have their hands full in performing this essential task well.

However, the much larger and difficult job of overall promotion and reception is one for top level business executives drawn from many kinds of business and is the task being handled by the Executive Council of our association.

Such unified aim and purpose, under responsible leadership — rather than fragmentation of effort — is surely a sound business approach to "cashing in" on the visitor market potential.

PLANNING COMMUNITY PROMOTION FOLDERS

Practically all of our Manitoba communities have something of interest to offer the visitor.

It may be:

- a lake
- a river
- a valley
- an appealing view, panorama or vista
- a nice place to eat
- a good place to stay overnight
- an historical background — cairn, building or legend
- a park
- a camping area
- an interesting manufacturing plant
- good stores to shop in
- some unique, locally-manufactured merchandise or novelties
- a garage or filling station
- an old home of a famous person
- a cemetery, where a famous person lies sleeping
- a countryside of interest and beauty
- some special annual events:
Fairs — Parades — Regattas —
Exhibitions — Displays — Concerts
— Carnivals

But **having** these things is not enough. You must **tell** visitors about them.

So most communities should produce a compact, well-illustrated, easy-to-read leaflet or folder, properly presenting their community's features and services.

However they will be of little value unless properly distributed. So the folders should be provided — along with a suitable counter display stand or holder — to hotels, motels, filling stations, restaurants, and other places where they will be exposed to visitors.

Producing an effective folder, that will properly present and explain your community, is no job for amateurs. A poorly produced folder is almost worse than no folder at all. It may leave the wrong impression with your visitors.

This doesn't necessarily mean an elaborate or expensive folder. It means:

1. Good composition. Describing the intrinsic appeal in an interesting way.
2. Good impact photos — well composed.
3. Logical sequence — easy-to-read and grasp layout.
4. Showing **where** you are located — and telling **how** to get there — **what** there is to see.
5. Incorporating the quality of "motivation" — creating the reaction in the mind of the reader: "**This — I must see**".

To achieve these qualities requires skill and experience.

The cost of the folder should be assessed against the results it may bring. A poorly created folder will likely prove expensive at any price.

And don't print more than you can distribute **effectively**. Better to order 1000 that can be given to the right people, than 10,000 scattered hither and thither just to get rid of them.

The **responsibility** for effective distribution lies with the community itself. Plan the size, and means of, your distribution **before** you print your folders — **not** afterwards.

Often the fresh viewpoint of an outsider may uncover overlooked appeals which may seem common-place to the native dweller.

Golden Boy members, concerned with the production of community folders, may secure help and professional guidance from Golden Boys' headquarters.

100 WORDS TO INTERPRET THE GLORIES OF MANITOBA

The Glories of Manitoba are everywhere — in the beauties of her rolling parklands — in the vastness of her open prairies with their distant horizons — in the appeal of the virgin vacationlands of the Far North — in the lure of her valleys, lakes and rivers and streams — in the fascination of her flowers and wildlife — in the bustle and excitement of her urban centres — and in the charm of her smaller communities.

Words are to the writer or speaker what colors are to the artist.

Their correct choice and use make it possible to "paint" just the right shade of meaning.

The following list of 100 adjectives can be used by our Golden Boy members when they have occasion to write or speak, about the glories of Manitoba: (connotations for the reaction of joy and satisfaction):

- | | |
|-------------------|------------------|
| 1. aesthetic | 51. imposing |
| 2. alluring | 52. incomparable |
| 3. astonishing | 53. impressive |
| 4. appealing | 54. illustrious |
| 5. admirable | 55. inimitable |
| 6. attractive | 56. lovely |
| 7. adorable | 57. luxurious |
| 8. amazing | 58. lively |
| 9. beaming | 59. magnificent |
| 10. beautiful | 60. majestic |
| 11. beguiling | 61. marvellous |
| 12. bonny | 62. matchless |
| 13. bright | 63. magnetic |
| 14. brilliant | 64. magniloquent |
| 15. bewitching | 65. noble |
| 16. charming | 66. nice |
| 17. captivating | 67. ornate |
| 18. celestial | 68. pleasant |
| 19. challenging | 69. picturesque |
| 20. cheerful | 70. pleasing |
| 21. comfortable | 71. praiseworthy |
| 22. congenial | 72. promising |
| 23. divine | 73. peerless |
| 24. dominant | 74. perfect |
| 25. delightful | 75. quaint |
| 26. dazzling | 76. relaxing |
| 27. dignified | 77. rich |
| 28. delicate | 78. romantic |
| (beauty) | 79. resplendent |
| 29. enchanting | 80. refined |
| 30. enticing | 81. stirring |
| 31. exciting | 82. startling |
| 32. enjoyable | 83. stimulating |
| 33. excellent | 84. sparkling |
| 34. exalted | 85. sensational |
| 35. exquisite | 86. spectacular |
| 36. elaborate | 87. stately |
| 37. fascinating | 88. sublime |
| 38. fantastic | 89. superlative |
| 39. glorious | 90. splendid |
| 40. gay | 91. surpassing |
| 41. gratifying | 92. shining |
| 42. gorgeous | 93. showy |
| 43. glittering | 94. tantalizing |
| 44. graceful | 95. tempting |
| 45. grandiose | 96. thrilling |
| 46. grand | 97. throbbing |
| 47. grandiloquent | 98. treasure |
| 48. irresistible | 99. unrivalled |
| 49. inviting | 100. wonderful |
| 50. interesting | |

Look up their meanings in the dictionary — and make yourself a complete list with these meanings added. You'll find it a very handy reference. Even Ted Allan (Tribune) and Gene Telpner, or Bill Trebilcoe may exploit them. (With a humorous angle, no doubt!)

THERE'S PROFIT IN BEAUTY

Many business men overlook the magnetic power of beauty — those outward appearances which please the eye of the beholder, and are often a real factor in attracting customers.

Beauty has particular application to the garage or filling station which serves the travelling public.

Even neatness and orderliness appeal to many people — particularly women who today represent a large percentage of highway travellers.

If a garage or filling station looks bright and attractive and neat, then it will usually be chosen as the place to "gas up" or eat at in preference to stations which are less attractive in appearance.

More than that, neatness and orderliness tend to reflect the character and capabilities of the station operator and his staff.

They give the impression of care and thoroughness, which are the qualities a motorist expects in the mechanic to whom he is going to entrust the servicing or repair of his car. To him it seems natural that if the service station looks neat and orderly then there must be someone on hand who cares — and will therefore likely give careful attention to his car.

Beauty takes different forms. It may be:

- A brightly painted building of pleasing colors.
- A well-lighted exterior.
- An attractive sign kept in clean, bright, well-painted condition.
- Attractive, clean washrooms.
- A lawn, trees, flowers, or shrubs which may make one garage or filling station stand out from another.

Let's all plan to make Manitoba a more appealing place for the thousands of visitors who will be coming to visit us.

If we do, more of them will come back again and again.

There's profit in beauty!

Let's organize and plan to secure our proper share of that profit!

FOR THE ATTENTION OF MANAGERS

How many of your employees know who the Golden Boys are?

Do your people understand the great work being carried on under the banner of the "Manitoba Golden Boys' Movement"?

Do they realize that this programme stimulates the economy of the province — helps business prosper — and thereby indirectly improves the position of all employees?

Why not arrange, at the next gathering of your employees, to have presented our colored slide story on "Our Wonderful Province of Manitoba".

This 20-25 minute colored slide documentary is of high general interest — full of colorful, appealing scenes of Manitoba's features and points of interest — which help create a wider understanding and appreciation of our province. Such a presentation helps to create more Manitoba boosters — more positive thinking about this wonderful province of Manitoba.

Phone our Executive Director regarding arrangements — WH 3-1551.

RIDING MOUNTAIN NA

— A WONDERFUL VACATION AREA FOR MANITO

THERE'S FUN FOR EVERYONE IN THIS GREAT



The terrain of Wasagaming's 18-hole golf course bordering the shore of Clear Lake is one that only nature herself could so beautifully conceive. The adjacent clubhouse-restaurant commands a magnificent view of the lake.



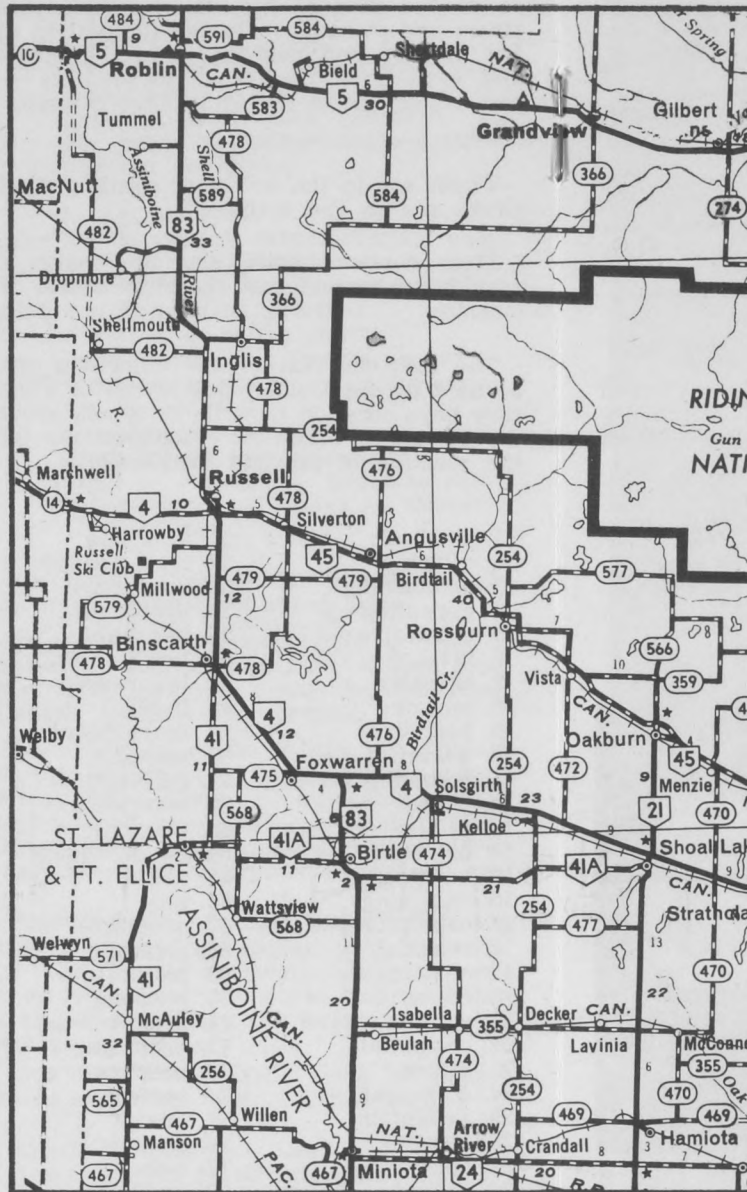
The park is a vast expanse of over 1148 square miles — some 70 miles long and about 26 miles across at the No. 10 highway area. A day spent on one of the picturesque forest trails promises a delightful experience for youthful adventurers.



"Wasagaming" is an Indian word meaning "Clear Water" and the town's sandy beaches provide an unusually fine area for fun and relaxation by all members of the family.



A modern Camp-site for tenting and trailers, with complete facilities, is located in the centre of Wasagaming, handy to the many activities. Other sites, "semi-serviced" or "primitive" are available through permit.



At Lake Audy can be seen herds of Buffalo, or Bison, lumbering "Monarch of the Plains" in the days of the Red Man.



Hours of fun in log cabin Museum excellent variety exhibit.

Clear Lake Offers a Comp

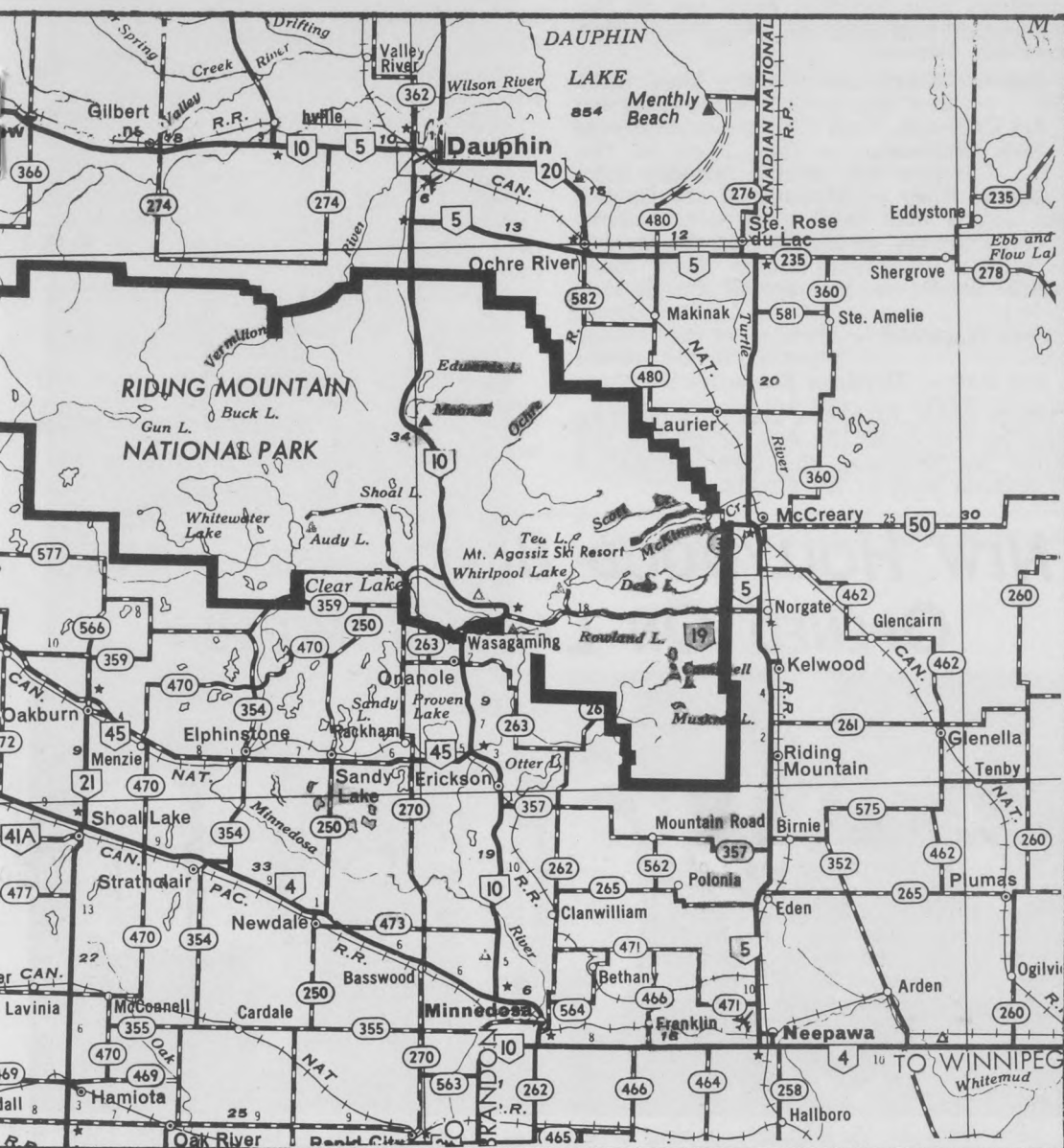
Few areas provide such a wide variety of activities as does Manitoba's Magnificent Riding Mountain National Park — a holiday resort offering almost every type of recreation to be enjoyed in this high country-land of the great outdoors: Golfing, Boating, Water Skiing, Swimming, Horse Back Riding, Tennis, Lawn Bowling etc.

Splendid accommodation is available in

Wasagaming, lodges, cabins every purse a

1. Buffalo D
2. Doner's T
3. Eden Cab
4. Gracey's
5. Idylwyld
6. Johnson C

NATIONAL PARK
MANITOBA AND VISITORS TO ENJOY
GREAT TIMBERLAND FOREST RESERVE



Hours of fascination can be spent at the log cabin Museum — which contains an excellent variety of historical and wild-life exhibit.



Outdoor Roller Skating provides enjoyable evening activity for all members of the family.

a Complete Variety of Fun for Everyone

Wasagaming, with a variety of motels, lodges, cabins and camping areas, to suit every purse and purpose:

1. Buffalo Drive Motel
2. Doner's Ta-Wa-Pit Lodge
3. Eden Cabins
4. Gracey's Sylvan Lodge
5. Idylwyld Bungalows
6. Johnson Cabins

7. Lee's Holiday Bungalows
8. Mooswa Motel and Bungalows
9. The New Chalet
10. The Siesta
11. Wasagaming Lodge

Camping at Wasagaming:— Wasagaming
Townsite, Lake Katherine, Lake Audy,
Moon Lake.

Manitoba's Centennials — in 1967 and 1970

PAN AM GAMES A HUGE SUCCESS

Our hats off to the nine top level business executives who scored a bull's eye on the planning and staging of the recent Pan American Games:

1. Morris Neaman — Golden Boy, Good Citizenship Awardee
2. Art Chipman, Good Citizenship Awardee.
3. Jack McMahon — Past Pres. of the Golden Boys
4. Culver Riley — Member of the Golden Boys
5. Ted Peterson — Member of the Golden Boys
6. Bill Neville — Member of the Golden Boys
8. Jack Hopwood — Member of the Golden Boys
9. Jim Daly — Dynamic Executive Director.

Mayor Steve Juba sure started something when he conceived the idea of getting the Games for Winnipeg and then marshalled his citizens back of his efforts.

OUR PIONEERS

Challenge was the rock on which they built their future and perseverance accomplished their undertakings.

These brave frontier folk must never be forgotten — from the book "Up to Now" — A Story of Dufferin & Carman" — 1967.

"Their training as log drivers on the Ottawa River furnished them with the determination, vigour and faith in their fellow-men which was necessary to endure those initial hardships on the prairies."

"Overcoming their difficulties developed character, resourcefulness, and the ability to cope with any situation which might arise."

NEW HOLLYWOOD BEACH AND PARK OPENED ON LAKE MANITOBA



Speakers at the official opening ceremonies (L to R): M. J. G. McMullen (Master of Ceremonies) Sig Enns, M.P., Reeve O. S. Eiriksson, Mrs. Mary Wawrykow (Man. Centennial Corp.) Nelson Shoemaker, M.L.A.

Sig Enns Unveils Hollywood Beach Cairn



Sig. Enns, Member of Parliament for Portage - Neepawa unveils the concrete cairn, commemorating the opening of Hollywood Beach, a Centennial project of the R.M. of Lakeview.

Under a sunny sky and ideal weather with cool breezes off the lake offsetting the hot sun, a crowd of some two hundred people enjoyed the Official Opening Ceremonies at a new beach resort on Lake Manitoba, on Sunday, Aug. 13th.

Called "Hollywood Beach", the mile-long resort is located in the Rural Municipality of Lakeview, six miles north and five miles east of Langruth.

The "cutting of the ribbon" ceremony was performed by Johann Johanson, Sr., the oldest living resident of the municipality. A native of Iceland Mr. Johanson came to Canada in 1890 and settled in the Hollywood School District in 1905.

Master of Ceremonies, M. J. G. "Mel" McMullen, Executive Director of the Manitoba Travel and Convention Association, was introduced by Reeve O. S. Eiriksson, who said that for his many years of service in promoting and boosting Manitoba, Mr. McMullen was known by Manitobans as "Mr. Manitoba" and as a counterpart of John Fisher, who is known as "Mr. Canada" for the latter's enthusiastic portrayals of Canada as a whole.

In his remarks Mr. McMullen paid tribute to the early pioneers of the Langruth dis-

OTTO BERGMAN PROVES A POINT



"Just how big are your fish up here around Flin Flon?" President Levine asked our district Golden Boys' Associate Director, G. O. "Otto" Bergman, while attending the recent Flin Flon Trout Festival.

"Usually a little smaller than swordfish" replied Otto, and just to prove his point brought out one of the festival's prize catches.

The photo speaks for itself.

Every year now more and more fishing enthusiasts hit tail up the Kelsey Trail into the farth north to enjoy fishing in the myriad lakes with which northern Manitoba abounds.

But Flin Flon is also a unique place for a family vacation, and nowhere will the visitor receive more care and attention.

The "Comraderie", or close friendship, of the trappers, traders, and prospectors, who first braved the hardships of "The Far North", are reflected today in the warm welcome from today's inhabitants, which awaits visitors to Flin Flon.

Despite the distance, a drive to Flin Flon can now be a delightful experience.

Fully-modern, paved, all-weather highways leading to "The Far North" enable the motorist to travel with ease and comfort, through a wide variety of scenery; and the unique topography of "The Great Pre-Cambrian Shield". Modern accommodation and services are available en route.

trict "who by sheer determination and hard work wrested a living for their families, first from fishing and later from stock and grain farming. Many were of the Icelandic race — that substantial group of Manitoba Citizens who, through exemplification of the fine, natural qualities of the Icelandic people have contributed so much to the life and progress of Manitoba over the years. And I am sure that if we were able to peer forward to future generations — to the descendants of Lakeview families yet unborn — we would hear them say, as they proudly boasted about Hollywood Beach: Look! This our fathers did for us!"

How About a Winter Carnival for Greater Winnipeg?

It's "summer", but let's talk "winter".

We have winters here in Manitoba — every year! We have cold weather! We have snow!

So, why not exploit our winters?

Other cities have filled their stores, and kept their cash registers jingling in the usual "dead" winter months of January — February or March, by creating a Winter Extravaganza.

Why not Winnipeg?

Just think of the fun we could have by taking our existing winter events, adding a few more, and a little glamour, and then "packaging" and "selling" the package deal!

The Carnival's programme could include such things as:

- Ice Palace
- Dog Races
- Snowmobile Races
- Skating (Plain and Fancy)
- Tobogganing
- Curling
- Parades
- Tally-hos
- Horse and Cutter Rides
- Snow Queen
- Hockey (Intern. Games)
- Ice Capades or other shows
- Fashion Shows
- Feature Ent. at Civic Aud.
— New Arts Centre
- Art Gallery Showings
- Royal Winnipeg Ballet
- Manitoba Theatre Centre
- Athletic Contests
- Outdoor Photo contests on
"The Fun of Winter"

Success would depend upon good organization — sound management — effective promotion — and wide involvement of many people.

It would need to be big enough and spectacular and entertaining enough to draw enough people from distant places.

Red Alix of CJOB, did a fine job in getting a Winter Carnival going in St. James, last year, but what is needed is a much broader, Metro-wide effort adequately financed.

A \$30,000.00 budget — wisely spent — in the hands of capable business men — could provide a multi-fold return and a much-needed winter stimulant for business in general.

Who's for a Winter Carnival?

**IRWIN ROBINSON, EDITOR
AND PUBLISHER OF
TRAVEL WEEKLY, SAYS:**

- Due to developments in the growth and speed of travel "things are moving so fast some of us may not realize that we are in the throes of a travel revolution right now."
- U.S. overseas travel:
 - 1946 — 188,000 passports
 - 1956 — tripled
 - 1966 — tripled again
- Canada overseas travel:
 - 1946 — 56,177 passports and 16,521 renewals
 - 1956 — 88,795 passports and 14,326 renewals
 - 1966 — 208,804 passports and 42,749 renewals
- Canadian Pacific Airlines passengers to Hawaii
 - 1956 — 5,000
 - 1966 — 22,000
- Forecast that in 5 years overall travel volume will be double that of 1966.
By 1980 air traffic will increase by six times.
- Canadian families with an income of over \$10,000:
 - In 1959 — 218,000 families
 - In 1961 — 261,000 families
 - In 1963 — 356,000 families
 - In 1966 — 439,000 families

TRAVEL NOTES

New York's Convention and Visitors Bureau is "feeling chipper" about the more than 15,000,000 hotel guest visitors who spent \$1¼ billion in this U.S. State Capital during 1966.

President Tisch predicts that "within the next decade the visitor industry will grow to be the largest and most important industry in New York City."

This enterprising association has had the vision to see an extra profit potential in Canada's Expo. Its imaginative executive has promoted a "Visit New York en route to Expo" campaign, which is paying off.

Possibly Manitoba's vacationland communities, throughout the province, could benefit from similar exploitation of the opportunities inherent in major visitor-attracting-events held in Manitoba's capital city.

To "cash in" on the possibilities of such extra dividends will require more than fragmentary efforts. It will require a properly conceived "all out" promotion — with full participation and co-operation by all those who would benefit from such additional traffic — such as motels, hotels, lodges, resort and camp operators, air and bus lines and restaurants.

The national average of year-round occupancy of U.S. hotels is reported as 62% of total capacity. Wonder where Winnipeg's hostelrys stand on the totem pole?

GUEST EDITORIAL

**by the Greater Vancouver Visitors and Convention Bureau
(with thanks to Harold Merilees and Jim Bensley)**

The weather is hot — creating a feeling of inertia — so why "labor" writing a good editorial on the future possibilities of our Manitoba Travel and Convention Association, when such a well-prepared article has already appeared in "Contour", the official organ of the Greater Vancouver Visitors and Convention Bureau:

It's a "do it yourself" editorial — simply substitute "Winnipeg" or "Manitoba" wherever the words "Greater Vancouver" appear, and the article will fit our Manitoba situation like a glove.

Every indicator available tells us the next 10 years will present us with the opportunity to attract an undreamed of influx of wealth through visitors; distances are shrinking, leisure time expanding, disposable income levels soaring; millions of people have the time, the means, and the desire to travel. QUESTION: Where will they go? ANSWER: To the places which have the most to offer and tell it to the world!

We here in the Greater Vancouver area have a great product to market but the merchandising program must be properly financed. In the final outcome the plans of the Greater Vancouver Visitors and Convention Bureau, however ambitious, can only be translated into action to the limit of the Bureau's financial support.

The people of Greater Vancouver have the power to do collectively what no individual can possibly achieve alone. If each and every businessman contributes his small share, the Bureau can and will do an effective job for the total community.

In recent years this Bureau has enjoyed significant support from both local and provincial levels of government. We look for increasing government support in keeping with the needs of the times and as tangible evidence of an obligation to ensure the progress of our City and Province — BUT the business community has an equal obligation to carry its share of responsibility.

Let us not miss our flood tide for want of a few dollars.

EDITOR'S NOTE: The Vancouver Bureau had a 1966 operating budget of \$186,000.00. Supporting revenue included a grant of \$100,000.00 from the City of Vancouver and \$14,900.00 from the surrounding municipalities. This support has been substantially increased for 1967.

GOLDEN BOYS' FLOAT IN MONSTER NEEPAWA PARADE



No! Our colorful Golden Boys' float is not being hauled off to the Mt. Agassiz Ski resort, even though it is being hauled by the Agassiz Enterprises Ltd. truck.

It is shown as it appeared in Neepawa's recent monster centennial parade and according to Golden Boy director Earl Murray the "Golden Boys' Circle Tour" theme appealed to the hundreds of spectators who crowded "the salt capital", for this big event.

Levine Makes Presentation To Winner Of Golden Boys' Feature At Assiniboia Downs



The "Manitoba Golden Boys' Purse" event at Assiniboia Downs arranged annually by Scotty Kennedy and Bruce Boreham and run Aug. 11th saw "Dynamic Sadye" make the furlongs in 1:11.2 flat, and owner C. Willson of Miles City, Montana, receive a trophy from President Levine on behalf of the Golden Boys.

L to R — Mel McMullen, Mrs. McMullen, Mrs. Levine, Mickey Levine, G. Marsh and C. Willson. Jockey on the horse is Bobby Stewart.

8th Annual Awards Banquet, Saturday, Nov. 4th

Do you know a fine Manitoba citizen who you would like to propose for a Golden Boys' Good Citizenship Award?

Then be sure to submit a nomination on or before the August 31st deadline.

You may obtain an "Official Nomination Form" from headquarters for this purpose.

The citation reads: "For exemplifying a way of life that helps make Manitoba a better place for all in which to live."

Primarily these awards are not made for prominence, or the extent and variety of public service rendered, but rather for exemplification of all-round good citizenship, including such praise-worthy qualities as high character, exemplary and highly honorable personal conduct, thought for others, personal dedication to service to mankind or to a cause that has helped to make Manitoba a better place in which to live.

KENTUCKY COLONELS REVEL IN STORY OF RED RIVER CART



"Colonel" Stan Richardson got plenty of attention for the Golden Boys of Manitoba, from an audience of over 700, when he made presentations of Red River Carts to Kentucky State Governor Edward T. Breathitt and M. R. "Bob" Evans, National Commanding General, of the Honorable Order of Kentucky Colonels, meeting in Louisville, Kentucky, last May 5th. "General" Cliff S. Bettinger of the Board of Trustees watches the ceremony.

The Red River Cart is a fine symbol of trading relations and friendship between Manitoba and Minnesota because this sturdy means of transportation, over the roadless plains, originated in the Red River Valley in the 1820's to transport goods and furs between Fort Garry (Winnipeg) and St. Paul.

Today, transportation is by more rapid means, but the friendship continues.



GROUP VISITS DIRECTOR PROMOTES U.S. BAND VISITS TO MANITOBA

This year Manitoba has enjoyed visits by almost 100 U.S. High School bands, choirs and other groups, comprising some 7,000 persons, who like to come up to Canada and display their talents for the enjoyment of Canadians.

Stan Richardson, our Director of Group Visits, attends various meetings of Band Masters and other educational officials, in the northern states to offer the services of the association in facilitating such visits.

To the left he is shown in the Golden Boys' booth at a convention of the Iowa Band Masters held in Iowa City, Iowa, on May 25-27 last.

The two young ladies — Marlene and Nancy Stevens, in their Highland costumes, provided fine support for Stan's promotional efforts.

FROM: THE GOLDEN BOYS — 709-177 LOMBARD AVE., WINNIPEG 2, MAN.

MANITOBA TRAVEL & CONVENTION
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WINNIPEG 2 - MAN.



NEWS ABOUT MANITOBA
AND THE GOLDEN BOYS'
ACTIVITIES AND EVENTS